

3/10/87

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DECEMBER
1986

**pocket
summary**
of registrations

*new
cars*

*new
trucks*

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MODELS	DECEMBER		N 1985 VS '85	N 1980	
	1986	1985		1986	1985
AMC	5800	7187	53.02	.42	.84
(Alliance)	2566	4566	56.20	.29	.54
(Encore)	751	1192	53.95	.08	.16
(Exile)	483	1209	39.95	.04	.14
CHRYSLER	13721	23468	82.63	2.19	2.81
(Laser)	899	2488	16.13	.10	.29
(Le Baron/GTS)	8317	11886	69.97	.92	1.40
(C/M/S RV)	2705	9434	102.24	1.08	1.12
DODGE	38780	32798	118.24	4.30	3.87
(Daytona)	782	2907	28.90	.09	.34
(Omni/Shadow)	14255	7147	196.66	1.54	.84
(Ries)	11050	7462	148.28	1.23	.90
(Lancer)	2151	3653	58.88	.24	.43
(600)	5315	5412	97.16	.37	.40
(Diplomat)	2215	5476	150.17	.25	.17
PLYMOUTH	14938	27651	126.44	3.87	3.25
(Horizon/Shadow)	14750	7262	203.11	1.62	.86
(Reliant)	11239	10508	105.95	1.25	1.24
(Caravelle)	2963	2711	109.30	.33	.32
(Gran Fury)	1131	670	179.52	.13	.07
CHRYSLER CORP	93479	84797	110.84	10.36	9.93
FORD	123703	93247	132.66	13.71	10.98
(Escort)	32626	24874	93.56	3.60	4.11
(Mustang)	9616	11927	80.62	1.07	1.40
(Tempo)	22865	17495	130.69	2.54	2.06
(Taurus)	16614	1646	-	4.04	.19
(LTD/Crown Vic)	12910	16974	76.06	1.46	2.00
(T-Bird)	9072	10331	87.81	1.01	1.22
LINCOLN	13689	11459	115.86	2.18	1.71
(Mark VII)	2656	1564	169.82	.28	.19
MERCUURY	47489	31324	119.66	4.17	3.69
(Lynx)	4448	8533	68.09	.48	.77
(Capri)	275	1011	27.20	.03	.12
(Topaz)	5906	4022	146.89	.60	.47
(Sable)	9384	878	-	1.11	.10
(Marq/Gr Marq)	12642	11261	112.26	1.41	1.33
(Cougar)	4232	7624	55.51	.47	.90
LINC/MERC DIV	57845	46754	123.72	6.42	5.51
FORD MOTOR CO	181548	140301	129.68	25.17	16.49
BUICK	81954	58973	92.92	5.76	6.59
(Skyhawk)	3871	7027	55.09	.45	.85
(Somerset/Skyline)	6067	7231	82.76	.67	.86
(Century)	15044	17760	84.71	1.67	2.10
(Regal)	2970	6334	63.68	.44	.73
(Riviera)	1833	2229	82.27	.20	.26
CADILLAC	25308	23777	106.65	2.81	2.73
(Allante)	-	-	-	-	-
(Cimarron)	1362	1947	69.96	.14	.23
(Eldorado)	1732	3217	53.84	.19	.38
(Seville)	2298	1884	121.65	.26	.22
CHEVROLET	117027	131672	87.55	12.99	15.74
(Chevette)	8325	8745	95.40	.92	1.03
(Celebrity)	3157	31278	106.01	3.59	3.68
(Corsica)	1271	-	-	.14	-
(Beretta)	1437	-	-	.15	-
(Cavalier)	22587	33147	66.23	2.45	3.93
(Camaro)	8262	12297	67.11	.92	1.45
(Corvette)	2286	4162	70.53	.25	.87
(Monte Carlo)	6559	8262	79.79	.77	.87
OLDSMOBILE	87584	74741	92.76	7.50	8.81
(Firenza)	1571	4079	37.53	.17	.48
(Catalis)	7730	8484	91.81	.88	1.03
(Cutlass Classic)	22281	24737	90.57	2.49	2.31
(Cutlass)	8461	13876	71.27	1.10	1.65
(Toronado)	1867	1644	88.54	.14	.18
PONTIAC	58412	60326	97.01	9.52	7.15
(1000)	887	1440	61.80	.10	.17
(Sunbird)	5618	8748	64.24	.60	1.07
(Grand AM)	18038	14070	78.40	2.00	1.66
(6000)	14480	13350	108.16	1.67	1.58
(Bonnevillie)	7184	3346	234.85	.80	.39
(Firebird)	5470	8384	65.49	.68	.75
(Fiero)	1629	4784	35.94	.40	.56
GEN MTR CORP	120795	140027	97.98	25.54	41.28
Misc Domestic	-	-	-	-	-
Other Imports	302074	168173	126.77	73.50	31.66
U S TOTAL	901665	843998	106.12	-	-

UNITED STATES SUMMARY

DECEMBER 1986 ISSUED 01/87

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		Y 1984 VS 1985	Y 1985		YEAR END 1985
	1985	1985		1986	1985	
A.M.C.	12058	123118	56.52	4.65	1.18	128318
(Rifles)	49907	73472	67.93	4.45	.68	73472
(Encore)	14721	41534	25.44	1.33	.38	41534
(Eagle)	7380	13312	56.44	1.07	.12	13312
CHRYSLER	351741	371292	94.73	3.16	3.41	371292
(Laser)	28321	50870	55.67	1.25	.47	50870
(Le Baron/GTS)	160600	154217	104.14	1.45	1.42	154217
(LeNY/S Av)	160945	166205	96.84	1.44	1.52	166205
DODGE	510130	478037	106.71	4.58	4.39	478037
(Daytona)	36547	48784	74.32	1.38	.45	48784
(Dmi/Shadow)	159338	127241	125.27	1.43	1.17	127241
(Aries)	104734	114283	91.64	1.34	1.05	114283
(Lancer)	47900	47325	101.22	1.47	.43	47325
(800)	61305	54681	112.11	1.55	.50	54681
(Diplomat)	31810	33435	95.14	1.29	.31	33435
PLYMOUTH	415701	373209	111.39	3.73	3.43	373209
(Horizon/Sundance)	169443	135366	125.17	1.51	1.24	135366
(Reliant)	127969	137213	93.26	1.15	1.26	137213
(Caravelle)	38622	35501	108.79	1.35	.33	35501
(Gran Fury)	15503	16177	95.87	1.14	.15	16177
CHRYSLER CORP.	1277575	1222538	104.50	11.47	11.23	1222538
FORD	176434	1364823	99.97	12.25	12.54	1364823
(Escort)	401139	425347	94.31	3.61	3.90	425347
(Mustang)	165854	157357	105.40	1.49	1.45	157357
(Tempo)	259896	278475	93.33	2.33	2.56	278475
(Taurus)	238510	1653	-	2.14	.02	1653
(LTD/Cyn Wld)	160333	345641	46.39	1.44	3.17	345641
(T Bird)	138602	156356	88.65	1.24	1.44	156356
LINCOLN	169805	164295	103.35	1.52	1.51	164295
(Mark VII)	22238	20401	109.00	1.20	.19	20401
MERCUY	477874	515895	92.63	4.29	4.74	515895
(Lynx)	65889	83620	78.80	1.59	.77	83620
(Capri)	11850	15672	75.81	1.11	.14	15672
(Touaz)	65498	73554	89.05	1.59	.68	73554
(Sable)	91341	879	-	1.82	.01	879
(Marq/Gt Marq)	130478	223656	58.34	1.17	2.05	223656
(Cougar)	112818	118554	95.16	1.01	1.09	118554
LINC/MERC DIV	661787	688253	96.15	1.03	6.32	688253
FORD MOTOR CO.	2526221	2053082	98.69	18.19	18.85	2053082
BUICK	757328	851031	88.99	6.80	7.82	851031
(Skyhawk)	74172	85411	86.84	1.67	.78	85411
(Somerset/Skyline)	112375	93259	120.50	1.01	.26	93259
(Century)	236346	233268	101.58	2.12	2.14	233268
(Regal)	77960	114047	68.36	1.70	1.05	114047
(Wildcat)	22937	48831	46.91	1.21	.45	48831
CADILLAC	330290	301228	99.62	2.69	2.77	301228
(Allante)	0	-	-	-	-	-
(Cimarron)	23592	22758	103.62	1.21	.21	22758
(Eldorado)	24476	60754	40.29	1.21	.58	60754
(Seville)	20641	29985	68.84	1.19	.28	29985
CHEVROLET	1693234	1658768	102.08	15.19	15.22	1658768
(Chevette)	72454	129007	55.15	1.65	1.18	129007
(Celebrity)	397297	368363	107.07	3.56	3.32	368363
(Corsica)	1372	-	-	1.01	-	-
(Beretta)	1505	-	-	1.01	-	-
(Cavalier)	362780	419697	86.44	3.28	3.84	419697
(Camaro)	165883	245879	67.47	1.49	2.25	245879
(Corvette)	32581	38042	85.64	1.29	.15	38042
(Monte Carlo)	111245	111169	100.07	1.00	1.02	111169
OLDSMOBILE	1044444	1067881	97.81	9.95	9.81	1067881
(Firenza)	34470	43780	78.24	1.31	.45	43780
(Catalina)	114295	122561	93.26	1.03	1.13	122561
(Cutlass Clerk)	323607	329934	98.08	2.85	3.08	329934
(Cutlass)	191139	218881	87.43	1.12	1.01	218881
(Toronado)	16234	42879	38.39	1.16	.30	42879
PONTIAC	829650	785098	105.67	7.43	7.21	785098
(1000)	18142	22239	81.58	1.16	.20	22239
(Sunbird)	103525	115183	90.23	1.93	1.06	115183
(Grand Am)	198509	116535	170.34	1.79	1.07	116535
(6000)	197601	162828	121.36	1.77	1.50	162828
(Bonneville)	43174	52739	81.24	1.44	.44	52739
(Firebird)	91521	100049	91.48	1.84	.92	100049
(Fiero)	87148	90421	74.97	1.61	.83	90421
GEN MTR CO.	4624146	4664006	99.16	47.51	42.83	4664006
(Misc Domestic)	77	248	31.05	-	-	248
(Other Import)	3139212	2820416	111.43	28.18	25.37	2820416
U.S. TOTAL	11139942	10888608	102.31	-	-	10888608

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	DEC	%	YEAR TO DATE		%	% IND	
	1986	IND	1986	1985	VS '85	1986	1985
Dodge	48922	12.37	488621	486324	94.42	9.76	10.62
Plymouth	10245	2.59	106950	104627	102.22	2.23	2.24
Ford	107173	27.12	1348988	1245805	108.28	28.10	26.65
Chevrolet	88058	22.26	1245769	1255354	99.11	25.95	26.88
G.M.C.	26178	6.62	340877	347577	98.07	7.10	7.43
International	6624	1.67	68522	73463	93.27	1.43	1.57
Isuzu	8048	2.03	84737	79048	113.52	1.87	1.69
Jeep	19414	5.01	195973	182210	107.55	4.08	3.90
Hack/Midliner	2191	.55	21823	23514	73.96	.45	.63
Nissan	16822	4.25	216212	255319	84.35	4.50	5.48
Kenworth	1081	.27	10334	11381	91.26	.23	.26
Peterbilt	1116	.28	10176	12305	82.70	.21	.26
Daimler-Benz Corp.	2610	.66	21073	23310	90.40	.44	.50
Scania	17	—	89	—	—	—	—
Volvo White	1405	.36	11919	13580	87.77	.25	.29
Western Star	125	.03	1133	1216	93.17	.02	.03
Other Imports	54884	13.82	636411	535015	119.05	13.27	11.44
Miscellaneous Domestic	435	.11	5309	5934	89.47	.11	.13
U. S. Total	395549	—	4801021	4675192	102.69	—	—

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 2-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	316193	152428	—	—	—	—	—	—
(Dodge 1)	273606	90269	—	—	—	—	—	—
Plymouth &	106950	—	—	—	—	—	—	—
Ford	812694	483477	10	—	—	11971	29939	10897
(Ford 2)	602508	150483	—	—	—	—	—	—
Chevrolet	716302	483554	28418	447	300	7089	10207	451
(Chev 3)	548342	176774	—	—	—	—	—	—
G.M.C.	161347	138966	2800	237	4711	6561	18267	6938
(G.M.C. 4)	119439	46073	—	—	—	—	—	—
International	—	—	—	—	—	15942	21861	26719
Isuzu	85038	—	4661	—	2	36	—	—
Jeep	178038	17875	—	—	—	—	—	—
(Jeep 5)	145837	16357	—	—	—	—	—	—
Hack/Midliner	—	—	—	—	—	2284	2354	17191
Nissan	215854	—	—	—	—	—	358	—
Kenworth	—	—	—	—	—	—	—	10934
Peterbilt	—	—	—	—	—	—	—	10176
Daimler-Benz Corp.	—	—	—	—	—	2009	1671	17393
Scania	—	—	—	—	—	—	—	89
Volvo White	—	—	—	—	—	—	1383	10536
Western Star	—	—	—	—	—	—	—	1133
Other Imports	624529	9197	1281	747	322	306	529	—
Miscellaneous Domestic	—	3120	—	—	—	—	122	2067
Total	3216005	1289517	37170	1451	5335	50138	86631	114574
1985 Total	3027736	1326860	36371	836	5117	58574	78668	139049
1986 vs '85	106.22	97.19	102.04	173.71	87.22	85.26	110.20	82.40

(Memo Total) to be included in GVW 1, 2 & 3

- 1 Includes Mini Ram, Ram van, Ram Ranger, Ram 50, Dakota, Caravan, Ram Wagon and Raider
- 2 Includes Ranger, Bronco, Vans and Aerostar
- 3 Includes El Camino, Blazer, S10, Vans and Astro

- 4 Plymouth includes Voyager
- 5 Includes Vans, Caballero, Jimmy, S10 and Safari
- 6 Includes Wrangler/CJ's, Cherokee, Waggoner and Scrambler

Manufacturers' Sales Records are used in compiling Oklahoma in 1985 and 1986

**NEW IMPORTED CARS
LEADING MAKES**

MAKES	YEAR TO DATE 1986		YEAR TO DATE 1985	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	61269	.55	29723	.27
Chevrolet Spectrum	95125	.85	51696	.47
Chrysler Conquest	1875	.02	-	-
Dodge Colt	48373	.43	38211	.35
Dodge Colt Vista SW	17628	.16	11501	.11
Dodge Conquest	2441	.02	2570	.02
Ford Festiva	-	-	-	-
Plymouth Colt	45237	.41	35272	.32
Plymouth Colt Vista SW	16632	.15	11109	.10
Plymouth Conquest	2289	.02	2571	.02
XR4 Merkur	14108	.13	8063	.07
Scorpio	-	-	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	304978	2.74	190716	1.75
OTHER IMPORTS				
BMW	92992	.83	90003	.83
Honda	602758	5.41	536792	4.93
Hyundai	143436	1.29	-	-
Mazda	214930	1.93	204091	1.87
Mercedes Benz	93686	.84	88415	.81
Nissan	554102	4.97	579262	5.32
Subaru	175643	1.58	168653	1.55
Toyota	588909	5.29	575345	5.28
Volkswagen	201165	1.81	196797	1.81
Volvo	119828	1.08	106776	.98
Others	351763	3.16	274282	2.52
Total Other Imports	3139212	28.18	2820416	25.90
GRAND TOTAL ALL IMPORT CARS	3444190	30.92	3011132	27.65

**NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (9-10, 1991-1996)**

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	77284	1.61	68635	1.47
Dodge RAIDER	3902	.08	-	-
OTHER IMPORTS				
Isuzu	85038	1.77	76522	1.64
Mazda	151164	3.15	114585	2.45
Mitsubishi	31938	.67	26565	.57
Nissan	215854	4.50	256313	5.48
Subaru	3946	.08	4107	.09
Suzuki	41567	.87	2461	.05
Toyota	392735	8.18	366205	7.83
Volkswagen	12372	.26	17433	.37
Others	4	-	1	-
Total Other Import Trucks	934618	19.47	864197	18.48
GRAND TOTAL ALL IMPORT TRUCKS	1015804	21.16	932832	19.95

UNITED STATES SUMMARY

*COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY, SUPPLIED TO
COURTESY OF THE NATIONAL ASSOCIATION OF REALTORS

**NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS**

YEAR	CARS	TRUCKS
*1977	10826234	3500328
*1978	10946104	3983340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8444919	2185489
*1982	7754342	2430471
*1983	8924186	2978556
(1) 1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021

TOTALS INCLUDE ALASKA & HAWAII

*DELAWARE NOT AVAILABLE

R. L. POLK & CO.

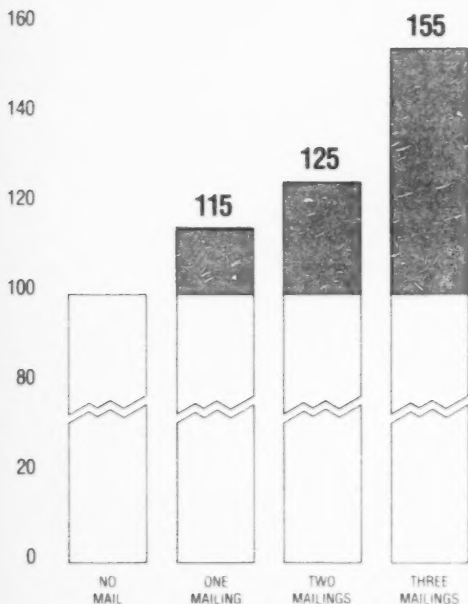
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(1) REVISED 10/85

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4/25/87 C7715-3A

JANUARY
1987

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of registrations

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trucks*

COURTESY OF

R. L. POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKE	JANUARY		R '87 VS '86	% CHG	
	1987	1986		1987	1986
AMC	2848	6786	41.57	.36	.74
(Rijance)	2479	4410	56.21	.31	.47
(Eagle)	369	961	78.40	.05	.11
CHRYSLER	16159	25878	62.44	2.02	2.84
(Laser)	715	2495	28.66	.09	.27
(Le Baron/GTS)	7413	12848	57.70	.93	1.42
(E/NV/S RV)	7271	10537	69.00	.91	1.15
BUICK	34817	38192	91.16	4.35	4.18
(Daytone)	859	3154	27.24	.11	.35
(Omni/Shadow)	10780	5779	186.54	1.35	.63
(Aries)	9068	9816	92.38	1.13	1.07
(Lancer)	2274	3440	66.10	.28	.38
(800)	3200	3950	81.01	.40	.43
(Diplomat)	1424	1712	83.18	.18	.19
PLYMOUTH	30814	36312	84.86	3.85	3.98
(Horizon/Sundance)	12149	6925	175.44	1.51	.76
(Reliant)	9167	15573	58.86	1.15	1.71
(Caravelle)	2316	3049	75.96	.29	.33
(Gran Fury)	849	966	87.69	.11	.11
CHEVROLET CORP	81750	100382	81.48	10.22	11.00
FORD	107896	118098	91.36	13.49	12.94
(Escort)	26213	41153	63.70	3.28	4.52
(Mustang)	10814	12579	85.97	1.35	1.38
(Tempo)	20557	26558	76.26	2.57	2.95
(Taurus)	32077	7071	453.64	4.01	.77
(LTD/Grn Vct)	9139	16600	55.05	1.14	1.82
(T-Bird)	9096	13632	66.73	1.14	1.49
LINCOLN	15022	12641	118.84	1.88	1.39
MERCURY	32822	38698	84.82	4.10	4.23
(Capri)	195	910	21.43	.02	.10
(Topaz)	4982	5428	91.78	.62	.59
(Sable)	8338	3277	254.98	1.04	.36
(Marq/Gr Marq)	9372	10989	85.29	1.16	1.19
(Cougar)	6251	10382	60.21	.78	1.14
LINC/MERC DIV	48349	52427	92.22	6.04	5.74
FORD MOTOR CO	156245	170525	91.63	19.53	18.68
BUICK	45843	61099	75.03	5.73	6.69
(Skyhawk)	3408	5097	66.86	.23	.56
(Somerset/Skyark)	5288	11068	47.78	.66	1.21
(Century)	3414	21577	62.17	1.67	2.37
(Regal)	3821	6239	61.24	.67	.68
(Wildcat)	2216	1879	131.98	.28	.18
CADILLAC	22170	25214	87.93	2.17	2.76
(Allante)	-	-	-	-	-
(Cimarron)	1289	1913	67.38	.16	.21
(Eldorado)	1841	2210	83.30	.23	.24
(Seville)	2259	1481	152.53	.28	.16
CHEVROLET	110809	145584	75.90	13.85	16.01
(Chevette)	7157	6460	110.79	.89	.71
(Celebrity)	28107	33867	82.99	3.51	3.71
(Corsica)	3275	-	-	.41	-
(Beretta)	3017	-	-	.38	-
(Cavalier)	22537	43709	51.56	2.82	4.81
(Camaro)	7477	10786	69.32	.93	1.18
(Corvette)	1904	2597	73.32	.24	.28
(Monte Carlo)	5334	7553	70.62	.67	.83
OLDSMOBILE	54678	84196	69.69	7.33	9.23
(Firenza)	1524	3277	46.51	.19	.36
(Celsa)	6974	7409	93.59	.87	.81
(Cutlassiera)	21111	30245	70.00	2.64	3.31
(Cutlass)	8329	20415	40.80	1.04	2.24
(Toronado)	1113	1155	96.36	.14	.13
PONTIAC	53213	65608	81.11	6.65	7.19
(1000)	975	1412	69.05	.12	.15
(Sunbird)	6328	10465	60.47	.79	1.15
(Grand AM)	16432	13107	125.77	2.07	1.44
(6000)	12191	15130	80.58	1.52	1.65
(Bonneville)	6118	4570	133.87	.16	.50
(Firebird)	5236	6049	86.56	.65	.66
(Fiero)	3640	5441	66.90	.45	.60
(Grand Prix)	1604	4344	36.92	.20	.48
GEN MTR CORP	29073	382101	76.08	36.33	41.88
Misc Domestic	-	12	-	-	-
Other Imports	289530	252839	114.21	33.56	27.70
U S TOTAL	800126	912644	86.67	-	-

UNITED STATES SUMMARY
JANUARY 1987 ISSUED 04/87

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '87 VS '86	% CHG		YEAR END 1986
	1987	1986		1987	1986	
AMC	2848	6786	41.97	38	74	72008
(Alliance)	2479	4410	56.21	31	47	49907
(Eagle)	369	961	38.40	05	11	7380
CHRYSLER	16159	25878	62.44	3.02	2.84	351741
(Laser)	715	2493	28.68	09	27	28321
(Le Baron/GTS)	7413	12848	57.70	93	1.42	160600
(E/MY/S AV)	7271	10537	69.00	91	1.15	160945
DODGE	34817	38192	91.16	4.35	4.18	510136
(Daytona)	859	3154	27.24	11	35	36547
(Omni/Shadow)	10780	5779	186.54	1.35	.63	110505
(Aries)	9068	9816	92.38	1.13	1.07	104734
(Lancer)	2274	3440	66.10	.28	.38	47900
(800)	3200	3950	81.01	.40	.43	61305
(Diplomat)	1424	1712	83.18	.18	.19	31810
PLYMOUTH	30814	36312	84.86	3.85	3.98	415701
(Horizon/Sundance)	12149	6925	175.44	1.51	.76	124754
(Reliant)	9167	15573	58.86	1.15	1.71	127969
(Caravelle)	2316	3049	75.96	.29	.33	38622
(Gran Fury)	849	966	87.89	.11	.11	16509
CHRYSLER CORP	81790	100382	81.48	10.22	11.00	1277578
FORD	107696	116098	91.36	13.49	12.94	1264434
(Escort)	26213	41153	63.70	3.28	4.52	400695
(Mustang)	10814	12579	85.97	1.35	1.38	165854
(Tempo)	20557	26958	76.26	2.57	2.95	259896
(Taurus)	32077	7071	453.64	4.01	.77	238610
(LTD/Crown Vic)	9139	16600	55.05	1.14	1.82	160333
(T-Bird)	9096	13632	66.73	1.14	1.49	138602
LINCOLN	15022	12641	118.84	1.86	1.39	169805
MERCUY	32822	38698	84.82	4.10	4.23	477874
(Capri)	195	910	21.43	.02	.10	11850
(Topaz)	4982	5428	91.78	.62	.59	65496
(Sable)	8338	3270	254.98	1.04	.36	91341
(Marq/Gt Marq)	9372	10989	85.29	1.18	1.19	130478
(Cougar)	8251	10382	60.21	.78	1.14	112818
LINE/MERC DIV	48349	52427	92.22	6.04	5.74	661787
FORD MOTOR CO	156245	170525	91.63	19.53	18.68	2026221
BUICK	45843	61099	75.33	5.73	6.69	757328
(Skyhawk)	3408	5097	66.86	.43	.56	74172
(Somerset/Skyline)	5288	11068	47.78	.66	1.21	112375
(Century)	13414	21577	62.17	.61	2.37	236946
(Regal)	3821	6239	61.24	.48	.68	77962
(Riviera)	2216	1679	131.96	.28	.18	22937
CADILLAC	22170	25214	87.93	2.77	2.76	300090
(Allante)	-	-	-	-	-	5
(Cimarron)	1289	1913	67.38	.16	.21	23592
(Eldorado)	1841	2210	83.30	.23	.24	24476
(Seville)	2259	1481	152.63	.28	.16	20641
CHEVROLET	110809	145984	75.90	13.85	16.01	1693234
(Chevette)	7157	6460	110.79	.89	.71	72454
(Celebrity)	28107	33867	82.99	3.51	3.71	397297
(Corsica)	3275	-	-	.41	-	1372
(Beretta)	3017	-	-	.38	-	1505
(Cavalier)	22547	43709	51.56	2.82	4.81	362780
(Camaro)	7477	10786	69.32	.93	1.18	164283
(Corvette)	1904	2597	73.32	.24	.28	32581
(Monte Carlo)	5334	7553	70.62	.67	.83	111245
OLDSMOBILE	58678	84195	69.69	7.33	9.23	1044444
(Firenze)	1524	3177	46.51	.19	.36	34470
(Calais)	6534	7409	93.59	.87	.81	114295
(Cutlass Clero)	21171	30245	70.00	2.64	3.31	123607
(Cutlass)	8329	20415	40.80	1.04	2.24	191138
(Toronado)	1113	1155	96.36	.14	.13	16239
PONTIAC	53213	65608	81.11	5.65	7.19	829650
(1000)	975	1412	69.05	.12	.15	18142
(Sunbird)	6328	10465	60.47	.79	1.15	103925
(Grand Am)	16432	13107	125.37	2.07	1.44	198509
(6000)	12191	15130	80.58	1.52	1.65	197601
(Bonneville)	6118	4570	133.87	.76	.50	49174
(Firebird)	5236	6049	86.56	.65	.66	93521
(Fiero)	3640	5441	66.90	.45	.60	67748
(Grand Prix)	1604	4344	36.92	.20	.48	37728
GMN MTR CORP	290713	382101	76.08	36.33	41.88	4624746
Misc Domestic	-	12	-	-	-	77
Other Import	268920	252838	106.21	33.56	27.10	3139212
U.S. TOTAL	800126	912644	87.67	11.87	11.38	1139842

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JAN	%	YEAR TO DATE		% '87	% IND	
	1987	IND	1987	1986	VS '86	1987	1986
Chrysler	-	-	-	-	-	-	-
Dodge	42408	11.93	42408	34007	124.70	11.93	9.09
Plymouth	7816	2.20	7816	9133	85.58	2.20	2.44
Ford	100266	28.21	100266	104943	95.54	28.21	28.06
Chevrolet	75924	21.35	75924	99368	76.41	21.35	26.56
G.M.C.	22614	6.36	22614	27237	83.03	6.36	7.28
Hino	116	.03	116	56	207.14	.03	.01
International	4919	1.38	4919	5021	97.97	1.38	1.34
Iveco	184	.05	184	263	69.96	.05	.07
Jeep	16751	4.71	16751	17053	98.23	4.71	4.56
Mack/Midliner	1682	.47	1682	1696	99.17	.47	.45
Kenworth	987	.28	987	785	125.73	.28	.21
Peterbilt	157	.21	157	699	103.30	.21	.19
Daimler-Benz Corp.	2108	.59	2108	1590	132.58	.59	.43
Scania	15	-	15	2	750.00	-	-
Volvo White	810	.23	810	789	102.66	.23	.21
Western Star	103	.03	103	117	88.03	.03	.03
Other Imports	77837	21.89	77837	70975	109.67	21.89	18.97
Miscellaneous Domestic	300	.08	300	380	78.95	.08	.10
U. S. Total	355597	-	355597	374114	95.05	-	-

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-5	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chrysler	-	-	-	-	-	-	-	-
Dodge	29802	12506	-	-	-	-	-	-
Plymouth	7816	-	-	-	-	-	-	-
Ford	59510	36931	13	-	-	729	2142	941
Chevrolet	45780	27287	1788	32	17	364	642	14
G.M.C.	9217	9865	226	26	391	437	2020	432
Hino	-	-	-	-	36	35	45	-
International	-	-	-	-	20	1137	1657	2105
Iveco	-	-	114	30	31	9	-	-
Jeep	15084	1667	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	130	245	1307
Kenworth	-	-	-	-	-	-	-	987
Peterbilt	-	-	-	-	-	-	-	757
Daimler-Benz Corp.	-	-	-	-	-	145	233	1730
Scania	-	-	-	-	-	-	-	15
Volvo White	-	-	-	-	-	-	116	694
Western Star	-	-	-	-	-	-	-	103
Other Imports	76674	428	389	-	158	123	65	-
Miscellaneous Domestic	-	149	-	-	-	-	4	147
Total	243983	88833	2530	88	653	3109	7169	9232
1986 Total	251008	100504	2323	136	91	3565	7634	8853
1987 vs '86	97.20	88.35	108.91	64.71	717.58	87.21	93.91	104.28

Manufacturers' Sales Records were used in compiling
Oklahoma in 1986

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1986	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	3703	.46	5403	.59
Chevrolet Spectrum	8694	1.09	5007	.55
Chrysler Conquest	760	.09	-	-
Dodge Colt	3923	.49	5124	.56
Dodge Colt Vista SW	1536	.19	1412	.15
Dodge Conquest	61	.01	204	.02
Ford Festiva	-	-	-	-
Plymouth Colt	3589	.45	4765	.52
Plymouth Colt Vista SW	1323	.17	1339	.15
Plymouth Conquest	35	-	225	.02
Pontiac Lemans	-	-	-	-
XR4 Merkur	505	.06	1088	.12
Scorpio	-	-	-	-
Tracer	-	-	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	24131	5.62	24567	2.69
OTHER IMPORTS				
BW	7821	.98	7165	.79
Honda	52525	6.56	49193	5.39
Hyundai	20925	2.62	-	-
Mazda	16763	2.10	23950	2.62
Mercedes Benz	10110	1.26	6377	.69
Nissan	38971	4.87	46551	5.11
Subaru	12567	1.57	17480	1.92
Toyota	54527	6.81	50351	5.52
Volkswagen	12086	1.51	16572	1.82
Volvo	9891	1.24	8552	.94
Others	32334	4.04	24547	2.69
Total Other Imports	268530	33.56	252838	27.70
GRAND TOTAL ALL IMPORT CARS	292661	36.58	277405	30.40

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (6-10,000 LBS.)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	5877	1.65	5973	1.60
Dodge RAMDER	1085	.31	-	-
OTHER IMPORTS				
Isuzu	8120	2.28	6972	1.86
Mazda	11730	3.30	10045	2.69
Mitsubishi	3977	1.12	2320	.62
Nissan	18348	5.16	14784	3.95
Subaru	328	.09	271	.07
Suzuki	5552	1.56	1816	.49
Toyota	28236	7.94	33486	8.95
Volkswagen	811	.23	834	.22
Others	-	-	-	-
Total Other Import Trucks	77102	21.68	70528	18.85
GRAND TOTAL ALL IMPORT TRUCKS	84064	23.64	76501	20.45

UNITED STATES SUMMARY

*COMP. IS FROM OFFICIAL STATE REPORT BY F. POLK & COMPANY, SUPPLIED TO
SUBSCRIBERS FOR INTERNAL USE. NO SALE, REPAIR, OR OTHER USE OF DATA IS FORBIDDEN.

NEW VEHICLE REGISTRATIONS-UNITED STATES CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1977	10826234	3508328
*1978	10946104	3953340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185469
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10288608	4675192
1986	11138842	4801021

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R. 1-87

(1) REVISED 10/85

JANUARY 1987 ISSUED 04/87

Extraordinary Power To Pinpoint New Car Buyers

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POLK NEW CAR BUYER ANALYSIS

2

POLK TREE ANALYSIS

3

POLK NEW CAR BUYER FILE

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